

ABSTRACT

A data transmission apparatus (100) causes a data reception apparatus to execute an appropriate reproduction process on content data, and comprises: a file analysis unit (110) and an RTSP
5 processing unit (101) which (i) establish and initialize a transmission path of the content data with the data reception apparatus, (ii) extract reproduction control information from an MP4 file, and (iii) transmit the extracted information to the data reception apparatus; an RTP generation unit (102) which acquires
10 the content data from the MP4 file via a file analysis unit (110) so as to packetize the acquired content data; and an RTP delivery unit (103) which transmits the content data that has been packetized by the RTP generation unit (102).